Intro to strategy 1: Complain-y people

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How this strategy works

- The internet is indexable
- If someone complains about a problem online, everyone can see it if they search for the same problem
- **In this strategy, you search for people who are having the exact problem your product is solving**
- The idea is to contact them and connect the dots for them by highlighting how your product can solve their problem